

[1924]

#3



PALOS VERDES

The New City
with Millions
behind it.

PALOS VERDES PUBLIC LIBRARY
& ART GALLERY
PALOS VERDES ESTATES, CALIF.





There are MILLIONS behind PALOS VERDES



A shop corner in the Lunada Bay Plaza.

THERE are Millions of dollars behind the New City! Everyone should know the facts, for Palos Verdes is one of the big financial institutions of the West.

Palos Verdes is building upon its own property. The 4229 underwriters of the New City hold through their Trustee, the Bank of America, title in fee, without incumbrance, to three thousand two hundred acres of splendid seashore land. It is an asset conservatively valued at \$17,500,000.

1924 Improvements \$1,250,000

PALOS VERDES does not have to borrow money with which to make improvements. The money for improvements is being supplied by the owners, the 4229 underwri-

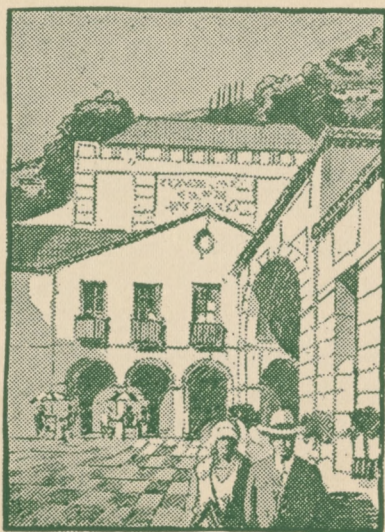
This Year Alone Will See
\$1,250,000.00 for IMPROVEMENTS



ters. These owners are making Millions of dollars available for improvements. Development is independent of sales. More than one Million dollars was expended for improvements in 1923. This year's budget calls for one and a quarter Million dollars expenditure.

Sixty Miles of Water Main

IN keeping with its large resources Palos Verdes development is proceeding on a large scale. Twenty miles of boulevards and avenues have been constructed. A high-pressure water system with 14 miles of fourteen-inch mains and a fifty-mile distributive system of six and eight-inch mains is being installed.



*Theater and arcaded entrance planned for
Malaga Cove Plaza.*



Over 3000 Homesites
ALREADY SELECTED



*Golf course open in June. Construction
of club house begins next month.*

Construction of Golf Club House Begins Next Month

An eighteen hole, grass, championship-length golf course has been laid out and will be open in June. Construction of the golf club building to cost approximately \$40,000 begins next month. The value of the completed course, including land and buildings, is conservatively placed at four hundred and fifty thousand dollars. This course is open to every resident and owner of Palos Verdes property.

Three Business Plazas

PLANS for three splendid business plazas to be located in Malaga Cove, the Lunada Bay and the Valmonte districts are completed. Construction of buildings in these plazas will be under the direction of noted architects.

In the New City With
MILLIONS BEHIND IT



Fifty Engineers Employed

A RESIDENT staff of fifty engineers and landscape architects, headed by Olmsted Brothers, and an Art Jury, directed by Myron Hunt, D. A. Allison and Robert Farquhar, noted architects of Los Angeles, are engaged in carrying forward the Palos Verdes development plan which is acknowledged to excel anything in America. Protective restrictions and zoning permanently insure residential values.

Palos Verdes has its own quarry for road material. It has its own nursery where hundreds of thousands of ornamental trees and shrubs are growing. Gas and electricity are on the property. Telephone service is assured.

Three Thousand Own Homesites

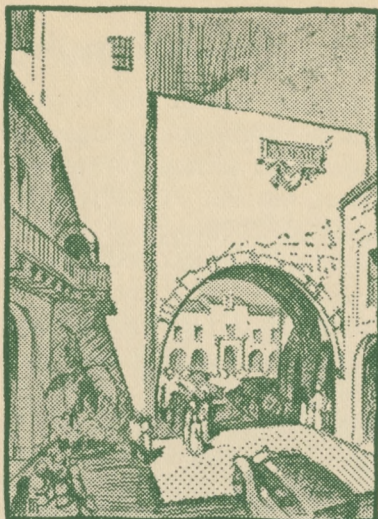
DO you know of any place in America where a residential city of such splendid proportions and conceptions is being created? Do you know of any development



Corner of the engineering department.
Resident staff of fifty employed.



Improvement Appropriations NOW EXCEED \$2,250,000.00



Great arch and tower to be at entrance of
Valmonte Plaza.

where such ample capital is available, and where more than three thousand men and women have already selected sites for their permanent homes?

Do you wonder, in view of these facts, why investments in Palos Verdes by underwriters and purchasers of home and business sites reach the huge total of \$9,000,000.

Answer this Question

ASK yourself, with these facts before you, if you can afford *not* to have a homesite in Palos Verdes. Are you going to let this great improvement program go on and then, when prices are higher, wake up to your opportunity?

Remember, Palos Verdes—the New City—has Millions behind it. It is building for permanency. Improvement programs do not depend on funds derived from sales. One and a quarter Million dollars go into improvements this year. Two thousand five hundred have chosen homesites. Can you afford to wait longer?

In PALOS VERDES The New City of Homes



How to Go

BEST ROAD TO PALOS VERDES: Drive to Redondo. Follow Esplanade to end. Road leads to Palos Verdes. Direct tickets via Pacific Electric at all P. E. Ry. Ticket Offices.

PALOS VERDES—The New City

GENERAL SALES OFFICE: 5th FLOOR LANE MORTGAGE BUILDING
8th AND SPRING STS.
Telephone VAndike 2481

HENRY CLARKE, *Director of Sales*

BANK OF AMERICA, *Trustee*

REDONDO
Howard H. Towle
Lobby Redondo Hote
Phone 5005

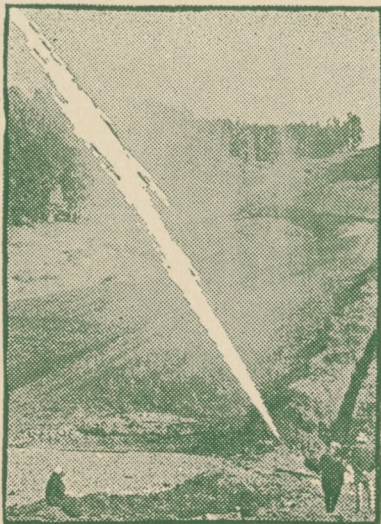
POMONA
Tolton Company
285 N. Gary St.

TORRANCE
Gilbert, Hansen & Page
Phone 166

PALOS VERDES
Office near entrance
Malaga Cove District

LONG BEACH
Howard H. Towle
22 American Avenue
Phone 639-40

SAN PEDRO
Howard H. Towle
Sederlund Bldg.
495 - 7th St.
Phone 1012 W



Four-inch stream thrown sixty feet in air
by gravity pressure. Palos Verdes water
system.



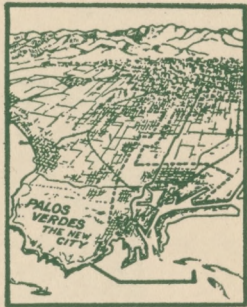
PALOS VERDES



The New City
with
Millions
Behind It



PALOS VERDES PUBLIC LIBRARY
& ART GALLERY
PALOS VERDES ESTATES, CALIF.



BEST ROAD

Drive out to Redondo.
Follow Esplanade to the
end.

Road leads direct to
Palos Verdes.

